



# City of La Crosse, Wisconsin

La Crosse Center  
300 Harborview Plaza  
La Crosse WI 54601

## Meeting Minutes

### La Crosse Center Board

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Wednesday, May 20, 2020

4:00 PM 3rd Floor City Hall Conference Room - Virtual Meeting  
300 Harborview Plaza, La Crosse, WI 54601

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#### Call to Order

Others in attendance to this virtual meeting: Sue Wieman, Kris Salzwedel, Dave Guepfer, Elizabeth Poh - La Crosse Center. AJ Frels, Ben Morgan - LCCVB, Kate Weis Vendi, Peter Linsmeier - Kraus Anderson

**Present:** 6 - Douglas Farmer, Scott Neumeister, Brent Smith, Amanda Halderson-Jackson, Pamela Maas, Danielle Peterslie

**Excused:** 3 - Phillip J. Addis, David L. Mc Dowell, Nancy Flottmeyer

#### Roll Call

#### Approval of Minutes

Minutes April 6, 2020

Moved by Neumeister Second by Jackson. Unanimous approval of Minutes from April 6, 2020

#### Agenda Items:

Financials for January, February, March 2020

Director Fahey reported on Financials for the Center for January, February, March 2020.

January 2020 was \$113,852.12 in red. This compares to January 2019 which was \$76,539.18 in the red.

February 2020 was \$142,841.64 in the black compared to \$133,466.15 in the black for February 2019. YTD 2020 was at \$28,989.52 in black compared to \$56,925.97 in the black.

March 2020 was when COVID19 came into play and we closed our doors beginning March 13, 2020 to the public. This had and will continue to have an enormous affect on our financials as the venue has no revenue coming in.

March 2020 ended \$91,916.46 in the red. This compares to March 2019 which was \$157,032.28 in the black.....YTD 2020 is at \$62,926.94 in the red compared to \$245,259.79 in the black.

### Convention Update

Elizabeth Poh and Kris Salzwedel of the La Crosse Center led this discussion. Poh said out she was receiving about a 31% return on over 200 clients she has reached out to about the "new" La Crosse Center.

She sighted Great Lakes Timber Association for a tour, Wisconsin Association for Family Therapy. Salzwedel added that Wisconsin Association of Business and Technology, Airport Managers, Wisconsin Counties, Waste Water Operators, Assembly of God and Fire and Iron among others.

Ben Morgan from the LCCVB gave a short list of what the LCCVB has been recently working on. WI Funeral Directors is booked for 2021, a proposal was submitted for the Park and Recreation Association Annual Conference for 2024, State Lions Convention for 2023 & 2024, WI State Fire Fighters 2022 & 2023, WI Society of Science Teachers looking for a tour and FBLA Leadership Conference for the fall of 2020.

### Kraus Anderson Construction Update

<https://app.oxblue.com/open/ka/lacrossecenter>

Peter Linsmeier of Kraus Anderson presented on the progress of the expansion and remodeling. The project is on schedule. North Hall steel is being erected. The week of May 26 pre cast walls begin going up. The new ballroom floor and lid are taking shape. Efforts in the arena have included demolition of all the concession stands and bathrooms - framing of the new area has begun. The painting of the duct work is 75% completed. Chairs will be delivered on June 6, 2020, The steel for the new entrance hall will be delivered on June 8. As far as budget the next bid package going out is the AV...which includes the sound system for the arena and the AV for the ballroom and meeting rooms. Then later on will be the furniture and signage. The project is in line with the budget with a comfortable contingency fund.

### Reopening Procedures and Protocol

Director Fahey presented the Reopening Protocol. This is strictly a Phase 1 approach to opening the arena lobby on May 26, 2020. This will follow the City and the County guidance recommendations. It deals with keeping the Center team and any guests that come in safe. Dave Guepfer gave an early list of things the Food and Beverage Department is planning as we move forward. Much more to come as the State continues opening up.

### Branding Time Table and Update

### President's Report

President Smith's comments opened the meeting. He pointed out that we will be talking about the Center's Finances, followed by Reopening Plans/Protocol. followed by a construction Update and finally the status of the Branding efforts.

### Director's Report

Director Fahey wanted to point out that the annual catering agreements are going out and due back on July 1, 2020. The current policy calls for the \$500 payment to be made and documents returned by July 1. The Center team plans on amending this in light of COVID19. The amendment follows closely to what the County of La Crosse is doing. the amendment is to reduce the cost for current caterers to \$250 and have that payment due on January 4, 2021. This allows our catering partners some recovery time during this downturn of business.

### Adjournment